



TOWN OF LOS GATOS

ARTS COMMISSION

Penelope O'Neill, Chair	Jade Bradbury, Vice-Chair
Tricia Capri	Mary Curtis
Marianne Hamilton	Jonathan Knowles
Valerie Hopkins	David Stonesifer

TOWN OF LOS GATOS ARTS COMMISSION

WEDNESDAY, OCTOBER 8, 2008
PLEASE NOTE TIME CHANGE: 4 P.M.

**208 East Main Street
Neighborhood Center
Los Gatos, California**

PARTICIPATION IN THE PUBLIC PROCESS

The Town of Los Gatos strongly encourages your active participation in the public process, which is the cornerstone of democracy. If you wish to speak to an item NOT on the agenda, you may do so during the "Verbal Communications" period. The time allocated to speakers may change to better facilitate the Arts Commission meeting.

The purpose of the Arts Commission meeting is to conduct the business of the community in an effective and efficient manner. This is done by following meeting guidelines set forth in State law and in the Town Code. Conduct which is considered disruptive during Arts Commission meetings includes, but is not limited to:

- Addressing the Arts Commission without first being recognized;
- Interrupting speakers, Arts Commission members, and Town staff;
- Continuing to speak after the allotted time has expired;
- Failing to relinquish the podium when directed to do so; and
- Repetitiously addressing the same subject.

For the benefit of the community, the Town of Los Gatos asks that you follow the Town's meeting guidelines while attending Arts Commission meetings and treat everyone with respect and dignity.

Writings related to an item on Arts Commission meeting agenda distributed to members of the Commission within 72 hours of the meeting are available for public review at the front desk of the Los Gatos Public Library, located at 110 E. Main Street and are also published on the on the official Town of Los Gatos website. Copies of desk items distributed to members of the Commission at the meeting are available for review in the Neighborhood Center at the front desk.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Community Services Department at (408) 354-6888. Notification 48 hours before the meeting will enable the Town to make reasonable arrangements to ensure accessibility to the meeting. [28 CFR 35, 102-35.104]

1. **ROLL CALL**
2. **APPROVAL OF SEPTEMBER 17, 2008 MINUTES** (Attachment 1)
3. **COMMUNICATIONS**
Verbal (Three minute time limit per speaker for subjects not agendized)

Written
4. **BROWN ACT REVIEW**
5. **COMMITTEE REPORTS:**
 - 5.1 Music in the Park (MIP)
 1. Debrief Summary Notes (Attachment 2)
 2. Memo Regarding MIP Guidelines (Attachment 3)
6. **ADJOURNMENT**
Adjourn to Wednesday, November 12, 2008.

Attachments

1. September 17, 2008 Minutes
2. Music in the Park Debrief Summary Notes
3. Memo Regarding Music in the Park Guidelines

ATTENDANCE: Please contact the Commission Chair or the Community Services Department at (408) 354-6888 if you are unable to attend. The current Town Attendance Resolution states that any commissioner who is absent from four regular meetings held in a twelve month period, shall surrender his or her office on the Commission.

**Summary Notes
Arts Commission Meeting
September 17, 2008**

Meeting Purpose and Objectives (stated in advance on the agenda)

- Purpose: To review the 2008 Music in the Park summer series and explore the role of MIP within the Arts Commission and in relation to the Town of Los Gatos.
- Objective 1: Debrief the 2008 MIP summer series
- Objective 2: Discuss how MIP fits within the scope of the Commission
- Objective 3: Assess the relationship between MIP and the Town
- Objective 4: Plan for next facilitated Arts Commission meeting

Introduction Activity: What Commissioners Enjoy Most about MIP

- Creating community and giving back to the community
- Making people happy
- Providing a place for families to be together
- Expressions of appreciation from the community

Debrief 2008 MIP

- Strengths and successes
 - Tribute band concept
 - Turnout/crowds
 - The community loved it
 - Music quality
 - Support from Town staff
 - Garbage control and recycling
 - Sponsorships
 - The Cash biography
 - The flexibility and responsiveness of the Arts Commissioners
 - The dedication of the Arts Commissioners (in time and energy)
- Challenges and concerns
 - Managing the size of the event. Arts Commissioners agree that MIP should not grow beyond the 2008 attendance, which was large by historical standards.
 - Monitoring blankets/adapting to the new ordinance. Arts Commissioners agree that they should not have to assume a police role in enforcing ordinances, rules and policies.
 - Marketing that targets Los Gatos residents exclusively.
 - Sound quality/sound engineer.

MIP and the Arts Commission

- Goals of MIP
 - To provide a rich experience for the community
 - To achieve excellence in providing a quality product

- Target and attract Los Gatos residents
 - Maintain the size at current levels, or less
- How MIP fits within the scope of the Arts Commission's work
 - AC is known for MIP
 - MIP expends most of its time and resources on MIP
- Ideas to expand the role of the Arts Commission
 - Leverage MIP to create awareness of other Commission programs, Los Gatos museums and other arts groups and programs in the Los Gatos community. For example, use the tent at MIP to market other arts groups and programs
 - Engage in collaborative efforts with other art groups and programs
 - Note: The move to expand the role of the Arts Commission beyond MIP is consistent with the goals, objectives and activities of the Arts Commission as stipulated by Council in the enabling resolution. So expanding the role of the Arts Commission is expected and encouraged.

Proposed Action Items

- Consult with the Town Attorney to determine the extent to which, if at all, the Arts Commission can be involved in the selection of the sound engineer. As a starting point, the Commission will need to review sound specifications and be clear on the sound requirements that are needed.
- Work to streamline the MIP procedures as a supplement to MIP guidelines. Begin by developing a written document that describes all of the steps necessary to plan and implement MIP, including a timeline with key dates. The goal here is develop procedures that do not place undue time burdens on Commissioners and other volunteers who assist in MIP.
- Clarify with Council the MIP guideline that the concert series should "Exhibit a variety of styles and diversity of cultural origins that may include costume and dance." For example, does that mean diversity as it is reflected in Los Gatos?
- Consider increasing the number of sponsorships and the dollar amount donated. This is part of a larger effort to create a budget that will enable the Arts Commission to be in a financial position to appropriately fund other community arts projects and programs besides MIP.
- Post signs at concert events that are consistent and clear regarding rules and policies (i.e. ordinance restricting blanket use).
- Review the grant program with an eye toward infusing it with new ideas and people.



MEMORANDUM

Community Services Department

To: Arts Commission

From: Regina Falkner, Director, Community ~~Services~~

Subject: Revision and Discussion of MIP Guidelines

Date: October 2, 2008

As follow-up to our debrief meeting, the Commission Chair has asked that I forward a copy of the MIP Guidelines to each of you. Review of the first two sections of the Guidelines (Purpose & Project Funding) will be the focus of our October 8 meeting.

Please review the Guidelines and Debrief Summary Notes. Staff will redraft these sections based on the debrief and October 8 discussion.

TOWN OF LOS GATOS MUSIC IN THE PARK GUIDELINES

Adopted by Council Resolution #2003-138 on December 1, 2003

I. Purpose

These guidelines identify the responsibilities of the Town of Los Gatos Community Services Department and the Town of Los Gatos Arts Commission in producing the Music in the Park (MIP) summer concert series.

Together, the Community Services Department and Arts Commission shall strive to plan and produce up to twelve concerts per season which:

- Meet the highest quality artistic standards;
- Provide a common social and cultural experience for families and other community members;
- Exhibit a variety of styles and a diversity of cultural origins that may include costume and dance.

These guidelines shall serve as an internal guide to managing MIP, and may be amended from time to time by the Arts Commission as warranted. Any contemplated changes to the guidelines that might touch on Town budget or other policy issues shall be brought to the Town Council for its review.

II. Project Funding

1. MIP is traditionally funded by community contributions raised by the Town of Los Gatos Arts Commission and other volunteers. Contributions made to MIP are deposited to the Town's General Fund. Funds raised by the Arts Commission for each MIP concert series must be on deposit with the Town on or before May 15.
2. The Community Services Department shall recommend an annual budget sufficient to cover the cost of all MIP expenses to be incurred in the fiscal year.
3. The Town is responsible for executing all project related agreements including but not limited to performers, sound technicians, printers, graphic artists and advertising. Commissioners should forward all documents requiring signatures to Town staff.
4. The Community Services Department shall provide appropriate services listed herein as "Town Responsibilities," including those relating to a special July 4th concert if such a concert is planned.
5. The Town of Los Gatos Arts Commission shall raise funds for MIP from businesses,

residents, granting agencies, and provide all appropriate services listed herein as “Arts Commission” responsibilities, including those relating to a special July 4th concert if such a concert is planned.

III. TOWN OF LOS GATOS RESPONSIBILITIES

The Town of Los Gatos (Community Services Department Staff) shall provide the following services in coordinating the production of Music in the Park:

6. GENERAL

- a. Provide use of Civic Center Park for concerts to be held from 5:00 p.m. to 7:00 p.m. for a maximum of twelve (12) Sunday concerts, held from June through August. One of the twelve concerts may be held at Los Gatos High School. Concerts scheduled for a different time frame or location must be approved by the Arts Commission and Community Services Director.
- b. Provide use of Town stage and up to thirty (30) chairs, and four (4) six foot tables for each concert.
- c. Provide use of Los Gatos Neighborhood Center for restroom access.
- d. Community Services will coordinate the following services with other Town departments and monitor the fees associated with each service:
 - Transportation of stage, hospitality tents, tables, and chairs to and from each concert
 - Assembly and disassembly of stage
 - Provide electrical access by 3:00 PM for performers and sound technician
 - Park clean up after each concert
 - Restroom maintenance and monitoring of the Los Gatos Neighborhood Center
- e. Create time table for accomplishing MIP functions; distribute to Arts Commission for approval.
- f. Create and maintain Commissioner/Council Member Concert Sign-Up Sheet.
- g. Prepare schedule of performers (once determined by Arts Commission).
- h. Work with Arts Commission to use volunteers where practical in the production of MIP; ensure that all appropriate volunteer enrollment requirements are met.
- i. Maintain MIP records, files and related correspondence; maintain MIP Procedures Manual.
- j. Review survey/feedback forms and prepare summary for Arts Commission as appropriate.
- k. Prepare weekly MIP supplies for Friday pickup; supply box includes payment for performers and sound technician, MIP programs, donation box, community event information and flyers, and miscellaneous MIP supplies.

2. INTERNAL COMMUNICATIONS

- a. Notify Town Council, Chamber of Commerce, and Town staff of MIP concert schedule.

- b. Provide sound technician with final MIP schedule with names/phone numbers of bands so he/she may coordinate sound requirements with musicians.
- c. Write and prepare Commendations presented by Town Council to Major Sponsors; establish date for Council presentations; notify Major Sponsors of presentation date; request Arts Commissioners attend presentation.
- d. Maintain roster of Major Sponsors.
- e. Draft "thank you" letters to Major Sponsors for Arts Commission approval and mail.

3. CONTRACTS, INSURANCE, BUSINESS LICENSE

- f. Prepare and execute Letters of Agreement with performers, sound technician and other vendors; monitor return of signed Agreements and related documents (Release of Liability, Assumption of Risk and Indemnity Agreement; Application for Business License).
- g. Coordinate agreement and payment to American Society of Composers, Authors and Publishers (ASCAP), as required.
- h. Prepare and execute all other project related agreements.

4. FISCAL MANAGEMENT

- a. Receive donations and invoices for MIP at the following address: Music in the Park, c/o Town of Los Gatos, PO Box 949, Los Gatos, CA 95031.
- b. Prepare and monitor annual MIP budget.
- c. Prepare periodic revenue and expense reports.
- d. Coordinate distribution of payments to performers, sound technician, and other vendors.
- e. Invoice sponsors using MIP Pledge Forms submitted by the Arts Commission.
- f. Prepare invoice request for Building Attendant's time for the monitoring of the Los Gatos Neighborhood Center.

5. ADVERTISING & PROMOTION

- a. In coordination with the Arts Commission, develop a marketing strategy which considers the use of posters, programs, web updates, paid advertising, and other promotional efforts.
- b. Coordinate production of promotional materials. This includes obtaining bids, preparing and executing agreements, and processing purchase orders.
- c. Proof-read and edit all program materials with Arts Commission.
- d. Update Town website to include MIP schedule and listing of all Major Sponsors.
- e. Mail programs to the Major Sponsors that the Arts Commission could not contact.

IV. TOWN OF LOS GATOS ARTS COMMISSION RESPONSIBILITIES

The Arts Commission or its sub-committee shall provide the following services contingent upon sufficient funding to cover concert expenses as described above.

1. GENERAL

- a. Implement appropriate fundraising strategies in compliance with Town Policies and Procedures to ensure that MIP is fully funded.
- b. Draft grant application for staff review and approval.
- c. Coordinate merchandise fundraising sales at MIP performances as appropriate. Proceeds from sales shall be specifically designated to support MIP.
- d. Submit MIP Pledge Form for all sponsors to the Community Services Department for invoicing and tracking.
- e. Assist in obtaining donated materials and services.
- f. Complete "Commissioner Sign-Up Sheet" and submit to the Community Services Department for distribution.
- g. Appoint Lead Commissioner for each concert; Lead Commissioner is responsible for concert logistics, including:
 - pick up MIP boxes at Neighborhood Center the Friday before
 - distribute checks to performers and sound technician
 - assist with setup and tear down of hospitality tents, tables and chairs
 - setup MIP space within hospitality tent
 - emcee MIP concerts; introduce performers and attending Council Members; and thank attending Major Sponsors
 - monitor concert attendance and report weekly attendance estimates to staff
 - return MIP boxes and any donations received to Neighborhood Center

2. CALL FOR ENTRIES

- a. Determine and publish "Call-for-Entry" schedule as needed; receive and review applications and promotional packets as needed.
- b. Select musicians/performers.
- c. Follow-up with all applicants regarding band selection.
- d. Prepare schedule of concerts and performers; provide staff with schedule and Band Worksheet for each performer.

3. PROMOTION

- a. In coordination with staff, develop a marketing strategy which considers the use of posters, programs, web updates, advertising, and other promotional items.
- b. Draft press releases for distribution by staff.
- c. Coordinate implementation of free advertising in the Los Gatos Weekly-Times as appropriate (i.e., Community Bulletin Board).
- d. Distribute MIP posters and programs to Major Sponsors and other local businesses at least two weeks prior to the first concert; inform the Community Services Department of those that were not delivered to.
- e. Distribute programs and feedback forms (as applicable) at MIP concerts.

- f. Prior to the first concert, provide the Community Services Department with a schedule of required hospitality tents for each concert.

4. USE OF VOLUNTEERS

- a. Enlist the help of volunteers where practical in the production of MIP concerts.
- b. Work with staff to ensure completion of all appropriate volunteer enrollment forms, i.e., Town of Los Gatos Volunteer Application; Release of Liability; and Worker's Compensation Designation Form.